







Tuesday, November 15

Time	Session information
4:00 – 7:00 p.m.	Registration Open
5:30 – 7:30 p.m.	SDTechX Opening Reception

Wednesday, November 16


Time	Session information		
7:30 – 8:30 a.m.	<b>Networking Breakfast in the Marketplace</b>		
8:30 – 9:30 a.m.	 <b>2016 Technology Exchange: Keynote Sessions</b> <table border="1" style="display: inline-table; vertical-align: top;"> <tr> <td>8:30 – 8:45 a.m. Welcome</td> <td>8:45 – 9:25 a.m. The Capability-Driven B-to-B Tech Stack: A New Design Framework</td> </tr> </table>	8:30 – 8:45 a.m. Welcome	8:45 – 9:25 a.m. The Capability-Driven B-to-B Tech Stack: A New Design Framework
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9:30 – 10:15 a.m.	<b>Networking Break in the Marketplace</b>		
10:15 – 11:00 a.m.	 <b>Sponsor Case Studies 1 – 7</b>		
11:00 – 11:15 a.m.	Movement Break		
11:15 a.m. – 12:00 p.m.	 <b>Sponsor Case Studies 8 – 13</b>		
12:00 – 1:15 p.m.	<b>Networking Lunch in the Marketplace</b>		
12:00 – 1:15 p.m.	<b>Lunch and Learn with 6sense</b>		
1:15 – 2:45 p.m.	 <b>Keynote Sessions</b> <table border="1" style="display: inline-table; vertical-align: top;"> <tr> <td>1:15 – 2:00 p.m. The Pulse: Technology and the B-to-B Revenue-Generating Engine</td> <td>2:00 – 2:45 p.m. How Technology, Process and Partnership Drive Blackbaud's Demand Center</td> </tr> </table>	1:15 – 2:00 p.m. The Pulse: Technology and the B-to-B Revenue-Generating Engine	2:00 – 2:45 p.m. How Technology, Process and Partnership Drive Blackbaud's Demand Center
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2:45 – 3:30 p.m.	<b>Networking Break in the Marketplace</b>		
3:30 – 5:00 p.m.	 <b>Keynote Sessions</b> <table border="1" style="display: inline-table; vertical-align: top;"> <tr> <td>3:30 – 4:15 p.m. Fireside Chat: The State of the Marketing Cloud</td> <td>4:15 – 5:00 p.m. On Our Radar: Disruptive Technologies Worth Watching</td> </tr> </table>	3:30 – 4:15 p.m. Fireside Chat: The State of the Marketing Cloud	4:15 – 5:00 p.m. On Our Radar: Disruptive Technologies Worth Watching
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5:00 – 6:00 p.m.	<b>Networking Cocktail Reception in the Marketplace</b>		
6:30 – 9:30 p.m.	<b>2016 TechX Games Cedar Street Courtyard</b>		

Thursday, November 17

Time	Session information			
8:00 – 8:30 a.m.	<b>Networking Breakfast in the Marketplace</b>			
8:30 – 10:00 a.m.	 <b>Keynote Sessions</b> <table border="1" style="display: inline-table; vertical-align: top;"> <tr> <td>8:30 a.m. Day Two Welcome</td> <td>8:35 – 9:15 a.m. B-to-B Tech: Why Employees Don't Use It, and What You Can Do About It</td> <td>9:15 – 10:00 a.m. Driving Tech Adoption in B-to-B</td> </tr> </table>	8:30 a.m. Day Two Welcome	8:35 – 9:15 a.m. B-to-B Tech: Why Employees Don't Use It, and What You Can Do About It	9:15 – 10:00 a.m. Driving Tech Adoption in B-to-B
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10:00 – 10:30 a.m.	<b>Networking Break in the Marketplace</b>			

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Thursday, November 17 continued

10:30 – 11:10 a.m.	<b>»»» Aligned Technology Management</b>	<b>»»» Technology-Enabled Sales</b>		
	Is it Time to Call for Help? Deciding Whether and How to Outsource Services	Building The Capability-Led Sales Tech Stack		
	<b>»»» Specialized Tech Stack Deployment</b>	<b>»»» Technology-Enabled Marketing</b>		
	Enabling Remote Teams: What Your Technology Stack Needs	Building The Capability-Led Marketing Tech Stack		
11:10 – 11:20 a.m.	Movement Break			
11:20 a.m. – 12:00 p.m.	<b>»»» Aligned Technology Management</b>	<b>»»» Technology-Enabled Sales</b>		
	What's in Your Technology Future? Build a Roadmap	Buying for Sales: How to Do Vendor Selection Right		
	<b>»»» Specialized Tech Stack Deployment</b>	<b>»»» Technology-Enabled Marketing</b>		
	Building the Channel Technology Stack	Analytics-Enabled Marketing: Nine Use Cases for Better Results		
12:00 – 1:00 p.m.	<b>Networking Lunch in the Marketplace</b>			
1:00 – 1:40 p.m.	<b>»»» Aligned Technology Management</b>	<b>»»» Technology-Enabled Sales</b>		
	Applying Agile: How It Can Help and When It Doesn't	The Not-So-Basic Rules for Data Governance and Management		
	<b>»»» Specialized Tech Stack Deployment</b>	<b>»»» Technology-Enabled Marketing</b>		
	Rationalizing the Content Technology Ecosystem	Transactional Done Right: What B-to-B Needs for E-Commerce Success		
1:40 – 1:50 p.m.	Movement Break			
1:50 – 2:30 p.m.	<b>»»» Aligned Technology Management</b>	<b>»»» Technology-Enabled Sales</b>		
	Technology and The Emerging Company: Gaining Scale and Productivity as You Grow	Building the Lead and Opportunity Management Ecosystem		
	<b>»»» Specialized Tech Stack Deployment</b>	<b>»»» Technology-Enabled Marketing</b>		
	The Account-Based Marketing Stack: Capabilities Required for Impact	The State of Marketing Automation		
2:30 – 3:00 p.m.	<b>Networking Break in the Marketplace</b>			
3:00 – 4:30 p.m.	 <b>Keynote Sessions</b>	3:00 – 3:45 p.m. Car Crashes, Fire Drills and Great Escapes: When Good Projects Go Bad	3:45 – 4:30 p.m. Fireside Chat: What's Fueling the Marketing and Sales Technology Market?	4:30 p.m. Event Adjournment / 2017 Announcement
<b>Event concludes</b>				